

FICTION FIELD GAINS
AS BUYING MEDIUMValue of Story Magazine Told
to Advertisers Through Con-
vincing Figures.

Two million persons make 78,000,000 visits a year to 48,000 newstands and spend \$11,500,000 for fiction magazines. The foregoing figures were brought out yesterday at the second annual convention of the All-Fiction Field at the Yale Club as showing the tremendous buying power of advertising in fiction mediums.

The All-Fiction Field is composed of the advertising sales forces of four great companies, which publish twelve fiction magazines. They are the Frank A. Munsey Company, Street & Smith, the Hargrave Company and Doubleday, Page & Co. The magazines they publish are *Everybody's*, *Ansley's*, *Munsey*, *Popular*, *Western Story*, *Short Stories*, *Adventure*, *People's Story Magazine*, *Love Story*, *Detective Story Magazine*, *Top-Notch* and *Argosy All-Story Weekly*.

Among the nationally known advertisers who have taken the All-Fiction Field service in the last three months are: Metropolitan Life Insurance Company, the Hupmobile Company, the Brunswick Phonograph Company, the Cleveland Automobile Company, the Flood Rubber Products Company and the Ingersoll Watch Company.

Robert H. Davis of the Frank A. Munsey Company presided, and among the speakers were George S. Fowler, advertising manager of Double & Co., George W. Hopkins, sales manager of the Columbia Gramophone Company, and F. A. Wilson-Lawrence, sales manager of the National Carbon Company.

Mr. Wilson-Lawrence urged a closer cooperation between magazines and advertisers with a view to stopping "leaks" whereby small competitors of the large advertisers are able to reap the benefits of the advertising by substituting goods of inferior quality. He recommended a policy of more lucid exposition of the quality of the goods advertised and asked the assistance of the publication.

Mr. Hopkins explained that advertising just begins with the appearance of the advertisement in the magazine, since to say for the advertising is necessary to obtain sufficient returns from sales. He asked the help of the magazines in bringing about the largest possible results, for the mutual benefit of advertisers and their customers.

Mr. Fowler recommended the use of higher grade paper as a means of making advertising more attractive and effective.

GEORGE MIDDLETON HOME.

His and Bolton's Play for the Odeon, Paris.

George Middleton and his wife (Fola La Pollette) arrived on the President Van Buren yesterday after two years abroad. While in London they assisted Gilbert Miller in the production of "Polly With a Past" at the St. James Theatre, and his divorce play, "Collusion," which was in rehearsal at the Little Theatre with Miss Sybil Thorndike, was refused a license.

Mr. Middleton has arranged with Fernin Gerner, director of the Odeon, for the production of "The Light of the World," written in collaboration with Guy Bolton. This is the first play by American authorship to be accepted by a State theatre in France and Mr. Middleton will return to Paris to assist in rehearsals. He also has arranged to produce other translations of his one act plays there. His play "Circles" was recently produced at the Nouveau Theatre, Paris.

NEW PLAY FOR MISS BAYES.

Special Dispatch to THE NEW YORK HERALD. SYRACUSE, N. Y., Sept. 26.—Miss Nora Bayes, in her most popular play, "Queen of Hearts," which will have its New York premiere at the George M. Cohan Theatre on Tuesday, October 10, was produced here to-night by Max Spiegel. The star sings several new songs written by Lewis Gensler and Dudley Wilkinson. The book and lyrics are by Frank Mandel and Oscar Hammerstein 2d. Mrs. Bayes starred the play and David Bennett devised the dances.

SALES BY AUCTION.

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IMPORTANT AUCTION

FINE ORIENTAL RUGS

RUNNERS AND CARPETS

FRIDAY AND SATURDAY, Sept. 29th and 30th,

at 2 to 5 and 8 to 11 o'clock, afternoon and evening. On exhibition Thursday, Sept. 28th

in GRAND BALLROOM of

HOTEL BOSSERT

Montague, Hicks and Remsen Sts., Brooklyn, N. Y.

By order of Importer to meet immediate financial obligations in Smyrna.

ABOUT \$65,000 VALUE.

Comprising finest Saraks, Dozars, Kermanshahs, Bokharas, Princess Bokharas, Kashans, Serabands, Lillans, Afghans, fine Sikky Chinese and other desirable large, medium and extra large CARPETS, RUNNERS and RUGS; a most desirable selection of PERSIAN RUGS.

Unusual stock placed by place. Catalogue of particulars on application.

By order of Kemp Real Estate Co.,

BURLING, DOLE & COLE, AUCTIONEERS, New York City.

SALES BY AUCTION.

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Samuel Kreiser, Auct'r

Selling at Auction

To-day (Wed.), 11 A. M.

at 615 Fifth Avenue

Elegant Furnishings of

an Apartment of 8 Rooms

Including Bathroom Sets, Mirrors, Mantels, Electroliers, Rugs, Carpets, Oil Paintings, Oriental Rugs, Colonial Four Post Twin Bedsteads, Price-Brace, Portieres, etc.

By order of Kemp Real Estate Co.

To-morrow (Thurs.), 10:30 A.M.

An Apartment of 9 Rooms in the

BELGRAVIA

611 Fifth Ave. at 49th St.

Rich Furniture and Effects, Baby Grand Piano, Bronzes, Price-Brace, Paintings, Rugs, Oil Paintings, Colonial Four Post Twin Bedsteads, Price-Brace, Portieres, etc.

In addition to the above will be sold the Furniture, Grandfather's Clock, etc. of the reception room on the main floor of the house, superintendent's office and mirrors, five dining chairs and five house on landings of 6 floors.

By order of Kemp Real Estate Co.

Auctioneer's Office, 179 Madison Ave.

SALE TODAY 2 P. M.

Also To-morrow, Friday and Saturday

At the Galleries of

FIFTH AVE. AUCTION ROOMS

Desirable Household

FURNISHINGS

Including Modern Furniture—Solid

Silver, Silver Plate, Oil Paintings,

Oriental Rugs and Carpets,

Wheelchair Player Piano,

On View From 10 o'clock to 5 o'clock

WALLACE H. DAY, Auctioneer.

MISS BARRYMORE SUPERB IN
HAUPTMANN'S PEASANT TRAGEDY

'Rose Bernd,' Dour and Hard,
Made Tolerable by Admi-
rable Acting.

By LAWRENCE REAMER.

When the New York theatergoer hears the word *repertory* he is likely to look dubious. If he is disposed to be unpleasant about the matter he may even whisper "Wolf! Wolf!" But there is every reason to have confidence in the artistic competence of Arthur Hopkins. Certainly Miss Ethel Barrymore is always a source of delight to her public. So the union of the two in a repertory season at the Longacre Theatre may be as enduring as it ought to be if the best interests of the theater's art are to be served. At all events the new venture began last night with every indication of public favor.

Perhaps the two intervals in which the enthusiasm of the audience was to be taken as a more or less acute gratitude for favors to come. Miss Barrymore in Gerhart Hauptmann's peasant tragedy, with which the new season began, was the actress in a role which for its lack of bravura and simplicity is to be likened only to the charwoman of Galsworthy's "The Silver Box."

"Rose Bernd" has been condensed by Ludwig Lewisohn, who translated the work from the German into three acts. The heroine is a girl of the fields who has been seduced by one man and her necessary surrender to another that she may not be exposed to her father and her betrothed to perjury and infidelity. She is an all but helpless victim in the trap of a false step which gradually envelope her life.

Others in the Wreck. It is not alone the girl that suffers. The lover who she eventually accepted and her religious father go down in the wreck of her own life. Even the two men who have shared her guilt suffer for their participation in her wrong. The consequences of this false step which she had loved from childhood must not stand more than the reproach of his invalid wife. There is the intimation that the man who compelled her to yield that her guilt might not become known suffers the same ostracism which awaited the peasant girl.

The character of the glowing lily like girl of the fields is all of beauty that Hauptmann has put into this study of Silesian life which, like the rest of his plays, is almost unrelievedly dour and hard. The color of happy youth fades from the face after the first scene. So there are only its dramatic intensities to appeal to the spectators of the girl's descent.

The effort to force her into matrimony with her impatient father before she very magistrata responsible for her unhappiness; the affectionate interference of his invalid wife in the life of this girl, whom they have known since she was the childish companion of their dead son; the slow realization of her narrow minded father that sin could come into his family, and the generosity of the sickly lover, who had seemed only a prig when it was in his power to come to the rescue of the girl stricken girl—these were the incidents that passed before the eyes of the audience in the fields of the Silesian farm or in the comfortable homes of the village dignitaries.

Miss Barrymore's Saving Art. It was the superb acting of Miss Barrymore that alone made this study of North German peasant life tolerable to the spectators. No play in the Hauptmann theater is less worthy of export. "Rose Bernd" is now more than twenty years old. Has it ever before traveled beyond the boundaries of Germany to be acted in any foreign tongue? Probably not. It would not have been difficult to find an explanation for any intelligent person in the Longacre last night. But the play as it was held the audience spellbound when Miss Barrymore was on the stage.

A peasant girl of heroic mold in which Bastien Lepage drew Jeanne d'Arc, she was perhaps least interesting in the love-making of the opening scene. But she was the peasant, heavy in gait and graceless in bearing. Poignantly moving was her reluctant exit from the room of the sickly lover, who had seemed only a prig when it was in his power to come to the rescue of the girl stricken girl—these were the incidents that passed before the eyes of the audience in the fields of the Silesian farm or in the comfortable homes of the village dignitaries.

SALES BY AUCTION.

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EXHIBITION TO-DAY

Also To-morrow and Friday up to hour of

Sale at

VAN BRINK'S

AUCTION ROOMS

Broadway & 80th St.

Choice Housefurnishings

and Works of Art

Removed from Several Apartments

To Be Sold at Public Auction

Friday & Saturday

Sept. 29th and 30th at 2 P. M.

M. VAN BRINK, Auctioneer

Catalogue Obtainable on Premises

ORIENTAL RUGS SOLD SEPARATELY

DAY & F. M.

By Smith's Knickerbocker

Sales Rooms, Inc.

825 SEVENTH AVE. AT 53d ST.

PHONE CIRCLE 3614-3615.

G. E. SMITH, AUCTIONEER.

This Wednesday at 11 o'clock

AT APARTMENT 10A AT THIS

Overdone, 230 West 108th St.

Cur. Broadway

The Sumptuous Furnishings,

Art Objects, Rare Rugs, Etc.

BY ORDER OF

Gottfried (Fred) Walbaum

WHO IS MAKING HIS HOME IN FLORIDA.

PRATT

GARDNER SCHOOL FOR GIRLS

Established 10 Years.

SECRETARIAL COURSE

Register now for Fall Class.

610 Lexington Ave. at 84th St.

Central Branch Y. W. C. A.

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